

## AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

- 1           1. (Currently amended) A method for tracking the use of resources on a  
2 website comprising the steps of:
- 3               a.) receiving a request for a resource, the request originating at a  
4               client;
- 5               b.) determining whether the request for the resource includes a visi-  
6               tor identifier;
- 7               c.) responsive to the request not including the visitor identifier:  
8               assigning a new visitor identifier; and  
9               sending a redirection request with the new visitor identifier  
10              to the client;
- 11              d.) categorizing data sent with the request for the resource; and  
12              e.) repeating steps a-d until reaching a session expiration.

- 1           2. (Currently amended) The method ~~for tracking the use of resources on a~~  
2 ~~website as in~~ of claim 1, wherein the visitor identifier comprises a cookie.

1           3. (Currently amended) A method for tracking the use of resources on a  
2 website comprising the steps of:

3           a.) receiving a request for a resource from a requestor, the requestor  
4                 having an address;

5           b.) determining whether the request for the resource included a do  
6                 not repeat indicator;

7           c.) responsive to the request including the do not repeat indicator,  
8                 assigning a visitor identifier from the requestor's address;

9           d.) categorizing data received with the request for the resource; and

10          e.) repeating steps a-d until reaching a session expiration.

1           4. (Currently amended) The method ~~for tracking the use of resources on a~~  
2 ~~website as in~~ of claim 3, wherein the visitor identifier comprises a cookie.

1           5. (Currently amended) The method ~~for tracking the use of resources on a~~  
2 ~~website of claim 1, wherein determining whether the request for the resource in-~~  
3 ~~cluded~~ includes a visitor identifier ~~further~~ comprises ~~the steps of:~~

4                 comparing the visitor identifier with a range of valid visitor identi-  
5                 fiers; and,

6 in response to the visitor identifier being outside the range of valid  
7 visitor identifiers, indicating that the request did not include  
8 the visitor identifier.

1 6. (Currently amended) The method ~~for tracking the use of resources on a~~  
2 ~~website as in~~ of claim 5, wherein the visitor identifier comprises a cookie.

1 7. (Currently amended) The method ~~for tracking the use of resources on a~~  
2 ~~website of claim 1, wherein categorizing data received with the request for the~~  
3 ~~resource~~ step d.) comprises ~~the steps of:~~

4 categorizing the data ~~received with the request for the resource~~ by  
5 at least one selected from the group consisting of a visitor  
6 identifier, a page identifier, and a time stamp.

1 8. (Currently amended) The method ~~for tracking the use of resources on a~~  
2 ~~website as in~~ of claim 7, wherein the visitor identifier comprises a cookie.

1 9. (Currently amended) The method ~~for tracking the use of resources on a~~  
2 ~~website of claim 1 or claim 2, wherein step e.)~~ comprises:  
3 repeating steps a-d for a predetermined amount of time.

1 10. (Currently amended) The method ~~for tracking the use of resources on~~  
2 ~~a website of claim 1 or claim 2, wherein step e.)~~ comprises:

3 repeating steps a-d until receiving a particular request for a re-  
4 source.

1 11. (Currently amended) A data collection server for tracking the use of  
2 resources on a website comprising:

3 a communication interface for receiving a request for a resource  
4 and sending a visitor identifier;

5 a cookie handler coupled to the communications interface for:  
6 testing the request for the resource;

7 checking whether a do not repeat indicator is present in the  
8 request for the resource; and

9 assigning the visitor identifier;

10 a session controller coupled to the cookie handler for signaling ~~the~~  
11 a session end for a particular visitor identifier; and,

12 a repository for storing data sent with the request for the resource.

1 12. (Currently amended) ~~The method for tracking the use of resources on~~  
2 ~~a website as in~~ data collection server of claim 11, wherein the visitor identifier  
3 comprises a cookie.

1 13. (Currently amended) ~~A~~ The data collection server of claim 11 ~~for~~  
2 ~~tracking the use of resources on a website of claim 7, wherein the~~ a cookie han-

3 dler for testing the requested for the resource and creating the visitor identifier  
4 further comprises:  
5 a means for sending sends a do not repeat indicator associated with  
6 the visitor identifier, ~~coupled to the communication inter-~~  
7 ~~face; and,~~  
8 a means for checking whether the do not repeat indicator is present  
9 in the request for the resource, ~~coupled to the communica-~~  
10 ~~tion interface.~~

1 14. (Original) A method for tracking the use of resources on a website  
2 comprising the steps of:  
3 sending a request for a resource to a data collection server;  
4 in response to the request not including a visitor identifier:  
5 receiving a new visitor identifier and a redirection request  
6 from the data collection server;  
7 sending the request for a resource with the new visitor iden-  
8 tifier to the data collection server; and,  
9 receiving the requested resource.

1 15. (Currently amended) The method ~~for tracking the use of resources on~~  
2 ~~a website as in~~ of claim 14, wherein the visitor identifier comprises a cookie.

1           16. (Original) A method for tracking the use of resources on a website  
2     comprising the steps of:  
3                 sending a request for a resource to a data collection server;  
4                 in response to the request not including a visitor identifier:  
5                     receiving a do not repeat indicator and a redirection request  
6                     from the data collection server;  
7                     sending the request for a resource with the do not repeat in-  
8                     dicator to the data collection server; and,  
9                 receiving the requested resource.

1           17. (Currently amended) The method ~~for tracking the use of resources on~~  
2     ~~a website as in~~ of claim 16, wherein the visitor identifier comprises a cookie.

1           18. (Currently amended) ~~One or more computer readable storage devices~~  
2     A computer program product having computer readable code embodied thereon  
3     ~~said computer readable storage devices~~, said computer readable code for pro-  
4     gramming one or more computers to perform a method for tracking the use of  
5     resources on a website comprising the steps of:  
6                 a.) receiving a request for a resource, the request originating at a  
7                     client;

- 8                   b.) determining whether the request for the resource includes a visi-  
9                   tor identifier;  
10                  c.) responsive to the request not including the visitor identifier:  
11                   assigning a new visitor identifier; and  
12                   sending a redirection request with the new visitor identifier  
13                   to the client;  
14                  d.) categorizing data sent with the request for the resource; and  
15                  e.) repeating steps a-d until reaching a session expiration.

- 1           19. (Currently amended) ~~One or more computer readable storage devices~~  
2    A computer program product having computer readable code embodied thereon  
3    ~~said computer readable storage devices~~, said computer readable code for pro-  
4    gramming one or more computers to perform a method for tracking the use of  
5    resources on a website comprising the steps of:  
6                  a.) receiving a request for a resource from a requestor, the requestor  
7                   having an address;  
8                  b.) determining whether the request for the resource included a do  
9                   not repeat indicator;  
10                 c.) responsive to the request including the do not repeat indicator,  
11                   assigning a visitor identifier from the requestor's address;  
12                 d.) categorizing data received with the request for the resource; and

13 e.) repeating steps a-d until reaching a session expiration.

1 20. (Currently amended) ~~One or more computer readable storage devices~~  
2 ~~having computer readable code embodied on said computer readable storage~~  
3 ~~devices, said~~ The computer program product of claim 19, computer readable  
4 ~~code for programming one or more computers to perform the method for track-~~  
5 ~~ing the use of resources on a website as in claim 19,~~ wherein the visitor identifier  
6 comprises a cookie.

1 21. (New) The method of claim 1, wherein the received request identifies a  
2 resource, and the redirection request identifies the same resource.

1 22. (New) The method of claim 1, wherein the received request identifies  
2 an address, and the redirection request identifies the same address.

1 23. (New) The method of claim 1, wherein sending a redirection request  
2 comprises sending a redirection request including a do not repeat indicator.

1 24. (New) The method of claim 3, further comprising:

2 c.1) responsive to the request not including a do not repeat indica-  
3 tor:

4 assigning a new visitor identifier; and



5                                sending a redirection request with the new visitor identifier  
6                                and a do not repeat indicator to the client.

1                25. (New) The method of claim 24, wherein the request identifies a re-  
2                source, and the redirection request identifies the same resource.

1                26. (New) The method of claim 24, wherein the request identifies an ad-  
2                dress, and the redirection request identifies the same address.

1                27. (New) The method of claim 14, wherein receiving a redirection request  
2                comprises receiving a redirection request including a do not repeat indicator, and  
3                wherein sending the request for a resource with the new visitor identifier com-  
4                prises sending the request for a resource with the new visitor identifier including  
5                the do not repeat indicator.

1                28. (New) The method of claim 14, wherein both sent requests for the re-  
2                source identify the same resource.

1                29. (New) The method of claim 14, wherein the first sent requests for the re-  
2                source identifies a resource, and the second sent request identifies the same resource.

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